

U.S. Per Capita Consumption of Specified Beverages

| Item              | 1970  | 1975  | 1980  | 1985  | 1990  | 1991  | 1992  | 1993  | 1994  | 1995  | 1996  | 1997  | 1998  | 1999 5/ | 2000 6/ |
|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------|---------|
| Gallons           |       |       |       |       |       |       |       |       |       |       |       |       |       |         |         |
| Soft Drinks       | 22.7  | 26.3  | 34.2  | 40.3  | 46.9  | 47.3  | 47.2  | 48.3  | 50.0  | 50.9  | 52.0  | 53.0  | 54.0  | 53.6    | 53.0    |
| Coffee 1/         | 35.7  | 33.0  | 27.2  | 26.9  | 26.2  | 26.6  | 26.5  | 25.2  | 23.3  | 21.3  | 20.2  | 19.4  | 18.0  | 17.2    | 16.8    |
| Beer              | 18.5  | 21.6  | 24.3  | 24.0  | 24.3  | 23.5  | 23.3  | 23.1  | 22.8  | 22.3  | 22.3  | 22.1  | 22.1  | 22.2    | 22.2    |
| Milk              | 32.0  | 30.4  | 28.5  | 25.0  | 24.2  | 24.1  | 23.8  | 23.2  | 23.2  | 22.8  | 22.7  | 22.3  | 22.0  | 21.9    | 21.7    |
| Bottled Water 2/  | ---   | 1.2   | 2.4   | 4.5   | 8.1   | 8.0   | 8.2   | 8.7   | 9.6   | 10.1  | 11.0  | 11.3  | 11.8  | 12.6    | 13.2    |
| Tea 1/            | 5.2   | 7.3   | 7.3   | 7.3   | 7.0   | 6.7   | 6.8   | 6.9   | 7.1   | 6.8   | 6.9   | 6.9   | 6.9   | 7.0     | 7.0     |
| Juices            | 6.4   | 6.9   | 7.4   | 7.8   | 8.8   | 8.9   | 9.1   | 9.2   | 9.4   | 9.5   | 9.7   | 9.9   | 10.0  | 10.2    | 10.4    |
| Powdered Drinks   | ---   | 4.8   | 6.0   | 6.2   | 5.4   | 5.5   | 5.4   | 5.0   | 4.8   | 4.9   | 4.8   | 4.8   | 4.7   | 4.6     | 4.6     |
| Wine 3/           | 1.3   | 1.7   | 2.0   | 2.4   | 2.0   | 1.9   | 2.0   | 1.7   | 1.7   | 1.8   | 1.8   | 1.9   | 2.0   | 2.0     | 2.0     |
| Sports Drinks 4/  | ---   | ---   | ---   | ---   | ---   | ---   | 0.6   | 0.7   | 0.9   | 1.1   | 1.1   | 1.2   | 1.3   | 1.4     | 1.5     |
| Distilled Spirits | 1.8   | 2.0   | 2.0   | 1.8   | 1.5   | 1.4   | 1.4   | 1.3   | 1.3   | 1.2   | 1.2   | 1.3   | 1.3   | 1.3     | 1.2     |
| Sub-Total         | 123.6 | 135.2 | 141.3 | 146.2 | 154.4 | 153.9 | 154.3 | 153.3 | 154.1 | 152.7 | 153.7 | 154.1 | 154.1 | 154.0   | 153.6   |

1/ Based on a 3-year moving average to compensate for stock changes. 2/ Includes all packages, single-serve and bulk. 3/ Includes wine coolers beginning in 1985.

4/ Sports Drinks included in "Tap Water/all others" (not shown on table) pre-1992.

5/ Preliminary. 6/ Forecast.

Source: Davenport & Company LLC

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